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The WAY TO RISING PROPERTY VALUES IS LINED WITH TREES



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Recreation Municipal Parks Los Angeles

Do You

Face These Problems

as an owner

of residential property?

AS A PROPERTY OWNER you are interested in the value of your property. To you it represents an invested sum of money. Such an investment can appreciate or depreciate in value. It is to your interest to see that its value increases . . . only then will it represent wise investment. And naturally you are anxious to do anything that will prevent that investment from having a lower market value than the sum of money you put into it.

Many things affect the value of your property: The type of house which goes up next door; the character your neighborhood assumes as it develops; the *appearance* of the street; the development of adjacent residential areas.

If for reasons of business, health, or a change in your financial status you should find it necessary to suddenly place your house upon the market, such conditions as those just mentioned would vitally affect the salability of your property and the amount of money it would bring.

Therefore, such growing and ever-changing conditions as these should merit your most vigilant attention.

Fine street tree planting, besides adding greatly to the beauty of Los Angeles, vitally affects each of these conditions and *provides a new and effective type of property value insurance.*

This book is dedicated to the purpose of showing you *how* this works out and how your city government is eager to help you obtain it.

Are these

Your Problems

as a

business property owner?

BUSINESS PROPERTY is frequently differentiated from home residence property as that type of land which provides real income.

Not all money so invested, however, yields an adequate return. Business property, especially in a *decentralized* city such as this one, is subject to the fickleness of buying habits. It is this fickleness which is your chief concern.

*85% of all purchases are made by women and any investment in business property must therefore be vitally affected by them. Not only are new neighborhood shopping areas competing for trade, but women naturally prefer to shop in those districts whose appearance is improving. As trade moves from one section into another, property values in one decrease, while they increase in the other.

The street is the first index to the quality of your business area. Quality in the appearance of a street is directly reflected by shops and business buildings. Statistics conclusively prove that trade is very mobile and flows rapidly to quality streets.

The importance, then, of improving your shopping area is immediately apparent. The experience of other cities has shown that appropriate street trees are the first and most desirable means of effecting this improvement. Read the remaining pages of this booklet and you will gain a first-hand knowledge of how your municipal government will assist you to protect your investment and increase its annual return.

*U. S. Dept. of Commerce figure.

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Street Trees Increase Values of Residential Property

WHAT IS THERE ABOUT some residential property which makes it sell readily when placed for sale upon the market? In most every instance, it is the appeal which the property has for the buyer as a home.

David A. Anderson, Appraiser for the Title Insurance and Trust Company, says: "When the appraiser places a valuation on residence property he judges its desirability as a home as well as estimating the value of the land and the building. Street trees and shrubbery are always considered, for usually a house with attractive surroundings brings a higher price when sold."

Street trees soften architectural lines and improve the appearance of a home from the street. Improvement in appearance means increased value, greater salability. Every home owner should consider these facts and make provision for the planting of trees in the parking strip in front of his house. Are there trees on the street in front of your home? Have you availed yourself of this type of property investment insurance?

Street Trees Determine the Character of Neighborhoods

Mr. George D. Robertson, president of the Los Angeles Realty Board and vice-president of the National Association of Realty Boards says: "Land values are affected by many factors too numerous to mention. There is little doubt, however, that street trees make land more valuable in most instances. *Uniform* street tree planting throughout a neighborhood adds a flavor of stability and generally results in making the area more desirable for home purposes. Several residential sections adjacent to Los Angeles which enjoy fine stands of mature street trees are much in favor with homeseekers. This demand has increased land values accordingly."

The value of improving your local neighborhood is apparent from this statement. Consult the inside back page for suggestions as to how you may accomplish this.



S *Street*

The two pictures above show how, with similar architecture, trees heighten the tone of a neighborhood. Below, another street is shown before and after planting.





Trees— in Residential Areas



Street Trees First Attract Buyers to You

REALTORS HAVE MADE A close study of the buying habits of home seekers. When buying a home, the prospective purchaser generally rides through the streets with his agent. As the agent points out the homes for sale or rent, he is told to stop or go on according to the way the property superficially appeals to his client. Agents are in unanimous agreement that the home seen from the street through beautiful trees always has a readier appeal for their clients than the one without street trees. Indeed, it is no secret among realtors that many homes with street trees are purchased when some other home without street trees would have fitted the purchaser's physical home requirements much better.

Norman Lyon, chairman of the City Beautiful Central Committee, puts it quite plainly when he says:

"It has been found by realtors throughout the United States that street tree planting, properly used, raises the value of property, so beautified, many times the cost of the outlay for planting and upkeep of the trees. People want to live in the most desirable surroundings, and *beauty is certainly one of the factors reflected in the choice of property for home purposes*. Regardless of the care with which you have planted shrubs around your house, if your home is not viewed through street trees, you have not fully guaranteed it for beauty appeal which, should you ever care to sell, attract buyers to you."

Two Experts Sum It Up . . .

Says William M. Garland, past president of the National Association of Realty Boards: "I truly feel that attractive trees planted along the sides of our streets and boulevards make for higher values, besides adding immeasurably to the beauty and charm of the same. I have often thought as I promenaded the streets of Berlin, Germany; Paris, France, and Barcelona, Spain—three of the most beautiful cities I have ever visited—what a blessing and delight it would be if Los Angeles could have its avenues lined with graceful and attractive trees, giving life and color to these streets, besides furnishing welcome shade, combined with a feeling of good cheer and comfort."

And Harold C. Chambers, president of the Southern California Chapter of the American Institute of Architects points out that "In California we need not feel that we are planting only that future generations may benefit, for with practically a full year-round growing season, the tree planter himself will enjoy quick dividends, not only in beauty and shade, but in actual dollars of increased property value."

Planting Business streets brings extra profits to merchants...

MR. PAUL D. HOWSE, a wide-awake owner of business properties, has this to say about street trees, in a letter written to L. Glenn Hall, Chief of the Forestry Division of the City Park Department:

"I believe that your Division has, within its field, the most wonderful possibilities in the beautification and *real practical money value betterment* of the City of Los Angeles.

"Tree planting in both residential and business districts will accomplish, in my opinion, more than any civic improvement of which I have knowledge. No one can question the desirability of tree planting in residential districts, and I believe that those who investigate tree planting in the business districts, will actively support this work.

"On Venice Boulevard, between Union Avenue and Burlington Street, is a manufacturing plant occupying a frontage of about 500 feet. The buildings are factory type of construction and hence the appearance was not at all pleasing until trees were set out, which, in effect, took away the plain factory appearance and made a 50 per cent improvement in the appearance of the street.

"With reference to retail business districts: I have property on the south side of West Adams, from a point 900 feet East of Bronson Avenue to Crenshaw Boulevard. Normally, this is not the best side of the street but *through the planting of trees in front of my property, it has so improved the appearance of the street, that three-fourths of all pedestrian traffic has been attracted.*

"When these trees were first set out, various tenants objected to them, asserting that their signs would be obscured, and their store fronts hidden by foliage. *Within six months after these trees had been set out, the tenants were enthusiastic and found that the appearance of their store fronts and signs had*



*Beverly Hills expects much of its business districts.
Here are trees planted in solid sidewalks.*

really been enhanced materially by the trees in the curbing.

"A survey of foreign cities, particularly in France, Germany and Austria, demonstrates the fact that trees are very desirable in retail business districts, their green foliage toning the sometimes harsh and varying lines of buildings and giving the thoroughfares a most pleasing appearance."

This is not a solitary opinion but it is actively supported by thoughtful business men the country over.

Mr. Howse explains how pedestrian traffic was diverted to his side of the street when street trees were planted. Every merchant knows that increased pedestrian traffic in front of his store means increased sales. In addition, rental values of stores are largely based upon the number of people passing the store hourly. In this way alone, street trees vitally affect business property investments and contribute a type of rental insurance which no business property owner should overlook.

Buying dollars...

move to more attractive business sections

THE HISTORY OF MODERN business shows that trade is seldom stationary in one district. This is particularly true in Los Angeles where scattered residential sections have caused neighborhood business districts to spring up. Dr. Edwin Janss, well known community developer, has shown the reason for this.

"The most modern principle of merchandising," he says, "is to make it easy for the customer to buy. This is shown by the great lengths to which our merchants go so that their stores are pleasant to shop in. Their systems of credit and delivery are further expressions of this same idea. Within the last few years, they have gone another step forward. Now they are not only concerned with the appearance of their stores, but they are turning their serious attention to the particular neighbor-

Automobile showrooms in Los Angeles (right) and Beverly Hills (below). These trees do not diminish window value.

hoods in which their stores are located. Street trees provide shade for shoppers and enhance the appearance of buildings. Our newest shopping areas are, in consequence, lined with trees. Both real estate men and merchants know that buying dollars move to the more attractive business sections."

And David Barry, Junior, prominent Los Angeles realtor, indicates what this means to the property owner when he says:

"Everywhere beauty pays dividends. The great boulevards, internationally known, in many of the European and South American capitals, are lined with trees, such boulevards being generally devoted to business use. The charm, attractiveness, and practical use of the street trees, have given such streets a high grade character. Important building improvements, in seeking the best locations, have been placed on such streets bringing great increase in property values."





Philadelphia has planted thousands of trees the past five years in a great program of city beautification.

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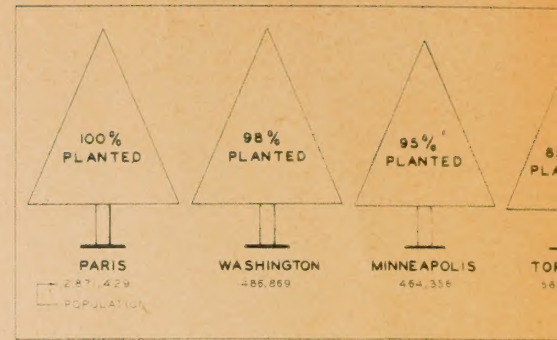


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Paris, one of the world's most beautiful cities, has every street planted in trees where planting is possible.



New York City's magnificent Riverside Drive is one of the world's great thoroughfares.



Comparing w

ther

fact that every street in Paris is now p
Our own Capitol City of Washington
cated by the graphic chart. The perce
and are compiled from the best informa

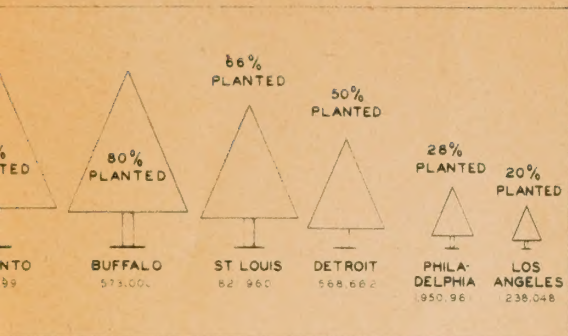
Only three large cities have made a
126,000 trees, Philadelphia with 153,85

The number of trees planted annually
in Buffalo. These trees are mostly for re

Under the Major Boulevard Planting
Angeles, an allocation of \$100,000 from
allow 25,000 new trees to be planted o
Fall of 1931. All of the main approach
planted wherever feasible. But there w

An appropriation of \$35,000 was made
missioners for this fiscal year. Washing
for tree maintenance, Buffalo, \$75,000.

The City of Los Angeles has grown so
ing about 70,000 trees per year will be r
expansion of about 170 miles of new pav
PROGRAM, 300 miles of streets would
accomplished is told on the inside back



Ourselfs th Cities

PARISIANS ARE tremendously proud of the planted where street planting is possible. also practically 100% planted as indi- age figures given are only approximate on available.

complete street tree census; Paris with and Washington, 112,374.

ries from 1,500 in Minneapolis to 8,000 acements or for new districts.

rogram now being carried out in Los n Unemployment Relief Bond issue will 125 miles of main thoroughfares in the to the center of Los Angeles are being l still be about 2,000 miles unplanted.

y the Los Angeles Board of Park Com- on, D. C., spends over \$90,000 annually nd Toronto, over \$74,000.

apidly that a ten-year program of plant- quired to catch up with our yearly street d streets. Under the TEN YEAR PLANTING planted each year. How this may be over of this booklet.



Photo courtesy L. A. Steamship Co



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Washington, D. C., is famous for its tree-lined streets.

Delaware Avenue, Buffalo, N. Y., frequently called "America's most beautiful residential street," is typical of this city of trees.



Rio de Janeiro, with a population of 1,158,000 people, has its business and residential streets lined with trees.



©—Spence

Air view of Los Angeles showing streets bare of trees.

● The Case of

Los Angeles

LOS ANGELES is now the *fifth* city in population in the United States. It includes more territory *within its city limits* than any other metropolitan city in the country. There are 450 square miles within its borders including a whole range of mountains and a vast fertile valley. From San Fernando Mission to San Pedro is about 40 miles and from the eastern boundary of the city

to the ocean is about 20 miles. Within this far-flung city there are about 2,700 miles of improved streets.

At present not more than 20 per cent of the total frontage on improved streets has been planted with street trees. This leaves 80 per cent unplanted. Thus, most of Los Angeles' streets are bare of trees. Naturally, the appearance of the city suffers. In many ways, we are denying ourselves important privileges and cutting off sources of additional wealth.

It is clear that it is financially impossible to plant and maintain trees for these streets from present general funds of the City. The problem is so big that we cannot follow the same course as Beverly Hills and Pasadena where street trees are planted and maintained by the city out of general tax funds. Therefore, it is necessary to ask for the co-operation of property owners and all citizens. However, the problem is really quite simple when reduced to the actual fact that only a slight effort upon the part of each property owner and citizen would plant the entire city very rapidly. How this may be done is explained in the latter part of this booklet. The result would be the most colossal city beautifying movement ever consummated. The vision of each property owner—not the number of dollars in his pocketbook—will determine whether, in 1936, we can justly describe our city as the most beautiful and most progressive in the United States.



Below—Wilshire Boulevard could be made beautiful with street trees.

As
Others
see us

FEW OF US are fortunate enough "to see ourselves as others see us." Los Angeles, however, is so much in the national eye and there are so many com-

ments about us, that we are able to obtain a reasonably true picture of how we appear to people from other sections of the country. This gives us an opportunity to see where we "miss" and what we can do about it.

Without rancour, a writer in a national periodical of the highest literary merit describes the Los Angeles scene as "slick" and provocatively asks what our shiny new architecture will look like when it bears the accumulated tarnish of fifteen or twenty years.

"Several years ago," points out Mr. J. A. H. Kerr, President of the Los Angeles Chamber of Commerce, "this tree planting program was inaugurated by our organization, because the city of Los Angeles is criticized, possibly somewhat unjustly, by many of our numerous visitors who upon arriving here expect to see not only a modern city, but also a city of beautiful homes, surrounded by brilliant foliage, and instead, find mile upon mile of treeless streets, with the result that the visitors feel there is something lacking in the community life of our city. However, our rapid growth has made it necessary to concentrate on facilities to care for this tremendous expansion and, there-

fore, street tree planting has been neglected."

The importance of street trees as an influence in adding an air of stability to our city is forcefully put by Mr. Don Thomas, Executive Secretary of the All Year Club, whose organization is largely responsible for making the tourist business our third largest source of new income.

"Painstaking governmental and private surveys prove that tourists spend \$418,000,000 in Southern California yearly," he states, "and the lion's share of this amount comes to Los Angeles. 71,000 of our families directly receive their income from the tourist. The remainder of our population is greatly affected by tourist expenditures."

"It is apparent, then, that one of our big jobs is to be sure that the tourist has a good time while here and likes our city so that he will influence his friends to spend a vacation with us. Tourists can only judge Los Angeles by the approaches to the city and the appearance of our streets. That many tourists are disappointed in the city is proof enough to show the immediate need for a program of street beautification."



Our Natural Advantages

PLANTING AND maintaining trees in Los Angeles does not present the difficult problem which it does in most other cities in this country. Some of our natural advantages follow:

1. *A greater variety of trees can be planted here.* Eastern cities depend upon deciduous trees which lose their leaves in winter, and a few types of evergreens. In Los Angeles, our semi-tropic climate makes possible the use of flowering trees and palms from



Above—Camphor trees and California fan palms alternated. Left—Removing the tub prior to planting. The tree is established when planted.



the Mediterranean region and evergreen trees from Australia, the Orient and South Africa.

We now realize that our architecture may be reproduced in Kansas City, Chicago or New York, but in these cities it is not possible to grow semi-tropical trees on the streets. Thus an opportunity is presented to Los Angeles to make our streets quite unique.

2. *Abundant sunshine and regular watering make rapid growth.* Mild climate and the regular watering required in a semi-arid region make trees grow faster. In fact, we grow trees about one-third faster than they are grown in the East. Many types of Eucalyptus trees grow twice as fast. In other words, a two-year-old Eucalyptus is equal to a four-year-old Maple in the East. We will not have to wait many

years for the trees we plant this year to give us all the benefits of fully grown trees.

3. *We can plant trees throughout the year.* In most Eastern cities it is the general practice to set out four-year-old street trees that have attained a height of from 10 to 15 feet and from 2 to 3 inches in diameter. Because of the general practice in the Los Angeles region of growing trees and shrubs in containers, it is possible to plant the year round. The plants, having been established when set out, grow much faster.

4. *Mild Climate reduces maintenance costs.* The cost of maintaining trees is less because of the absence of ice and snow. The breaking of limbs from ice and sleet and severe windstorms cause considerable extra expense in tree upkeep in most Eastern cities.



Above—Cool and shady. How does your street compare in appearance with this one? Right—Cocos palms add beauty and charm to residential streets.

Facts About

Trees—

1. *Trees help to purify the air* by absorbing the carbonic acid gas exhaled by man and animals.
2. *Trees filter a large portion of the dust* arising from streets and roads.
3. *Trees absorb sound.* At the National Conference on City Planning held in Rochester, New York, this year the value of trees and shrubs in absorbing the annoying sounds of our modern city life was discussed for the first time at these Conferences.
4. *Trees modify the temperature*, in some cases as much as ten degrees. In

addition to cutting off the direct and reflected rays of the sun the foliage has a marked effect on the temperature by evaporating large quantities of water. Over 50 years ago the New York Board of Health recommended that legislation be secured empowering and requiring the Department of Parks to plant and cultivate trees to reduce the death rate in summer months. The value of trees to the health of a city was further emphasized by the passage of the following resolution by the New York County Medical Society:

"RESOLVED: That one of the most effective means for mitigating the intense heat of the summer months and diminishing the death rate among children is the cultivation of an adequate number of trees in the streets."

5. *Trees conserve water.* The amount of water drawn from the soil by the roots of growing trees and given off in vapor by the leaves is immense. It is the evaporation from the foliage which cools the atmosphere. It increases the moisture and reduces the temperature. It has been proven that when trees were cleared away from large rocky areas that the regions suffered drought.

6. *Trees have a restful effect upon the eyes* because of the predominance of green in the foliage which counteracts the trying effects of white, red and orange colors of hard materials, such as brick, terra cotta and white stucco.

7. *Trees provide shade* for pedestrians and motorists.





Your part

in this plan

A FORESTRY division of the Park Department was established about a year ago, and by the 1st of November will have planted about twenty-five thousand trees. With the co-operation of the people of Los Angeles, the Park Department will continue this program until every street in Los Angeles is arched by beautiful trees offering ample shade to the pedestrian and motorist.

"CITIZENS OF LOS ANGELES! Let us all work together to make Los Angeles—known throughout the world for its climate—the City of trees and flowers. Let's put the climate to work so that we may truly become the most beautiful city—the garden city of the world."

MABEL V. SOCHA, *President*, Board of Park Commissioners

If you approve of this progressive tree planting movement, there are three important ways you can become identified with it. You can:

FIRST, lend your moral support by realizing the importance of immediately beginning the planting of many streets in the city now unplanted, properly caring for existing trees, and supporting the Division of Forestry and civic organizations who are carrying on the work.

SECOND, plant trees in front of your property under the proper permit from the Division of Forestry, or participate in a systematic street or district planting as explained under the next main heading.

And, THIRD, encourage your friends to likewise take part in this constructive work.

There is probably no other type of community improvement that gives such satisfaction to every *individual* sharing in it as the planting of street trees. Trees increase in beauty, in value, and give more shade as they grow. It is a pleasure to watch their development. You have an innate feeling when you plant or participate in the planting of street trees that you have done an unselfish act which will contribute not only to the comfort and happiness of many people now, but also to those of future generations.

What the **C**ity Will Do to Help

The planting of trees on the streets may be accomplished as follows:

Method No. 1—By INDIVIDUAL PERMIT

This plan is chiefly to replace trees or to fill in gaps in planting, although if a general planting in your neighborhood is not possible an individual permit will be gladly granted to you.

Method No. 2—By NEIGHBORHOOD PLAN

If 35% of the property owners in your neighborhood sign a petition

for planting within a minimum area of one block or 400 lineal feet (on both sides of a street), the Division of Forestry will furnish and plant the trees, provided the owners or tenants will water and care for them and pay for the cost of the work.

Method No. 3—DISTRICT ASSOCIATION PLAN

A planting program for a large district may be carried out by the signing of a petition of 55% of the property owners of the district. The District Association will collect and handle funds. The Division of Forestry will prepare plans and estimates, supervise and inspect the work.

Method No. 4—By LOCAL IMPROVEMENT ACTS

The new TREE PLANTING ACT of 1931 provides that the Division of Forestry may initiate the planting by making the proper recommendation to the Board of Park Commissioners and the City Council. Full protection is given property owners who are notified of the cost of the work and who have the opportunity to be heard on the matter. The cost will be paid by property owners on a front foot basis.

Other Ways That the Forestry Division Is Helping To Plant and Protect Street Trees

First, the Division is preparing a comprehensive Master Tree Plan for the whole city, designating appropriate types of trees for all streets where it is practicable to grow them. This plan is being prepared in sections and the assistance of district and neighborhood organizations is solicited by the Division in working up this data.

Second, the Division is already putting this plan in effect whenever permits are granted for planting new trees. Thus, *uniform planting* is now assured since a permit is required to plant, trim or to remove a street tree. Ordinarily permits are only granted for one type of tree in a block, unless a specific scheme of alternating trees or other landscape design is decided upon. An inspection is made before any permits are granted. The kind and the condition of existing trees are taken into consideration as well as the width of planting strip, soil, elevation above sea level, direction of prevailing wind, minimum and maximum temperatures, etc.

In addition to granting proper permits, advice is gladly given on the care of trees.

It is not necessary to make applications in person. The telephone number is Michigan 5211 and ask for the Forestry Division. The office is located in Room 223, City Hall, at 200 North Spring Street. Plans prepared by the Bureau of Engineering for street improvements involving existing trees or future tree locations are now referred to the Forestry Division for approval. A number of trees have already been saved in street widenings by resetting or by salvaging them and replanting.

If there are no street trees in front of your property please telephone the Forestry Division today.

L. GLENN HALL, *Chief*
Division of Forestry, Department of Parks.





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Published by the
DIVISION OF FORESTRY
DEPARTMENT OF PARKS
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ACKNOWLEDGMENT

We are indebted to the organizations listed above for their valuable assistance in supplying much of the material used in this booklet. We are also indebted to the All Year Club of Southern California and to other organizations not represented in the City Beautiful Central Committee. In

addition most of the large cities in the United States and the Dominion of Canada have supplied us with pictures, statistical data, and many valuable suggestions. It is a pleasure to publicly acknowledge all this welcome assistance.